

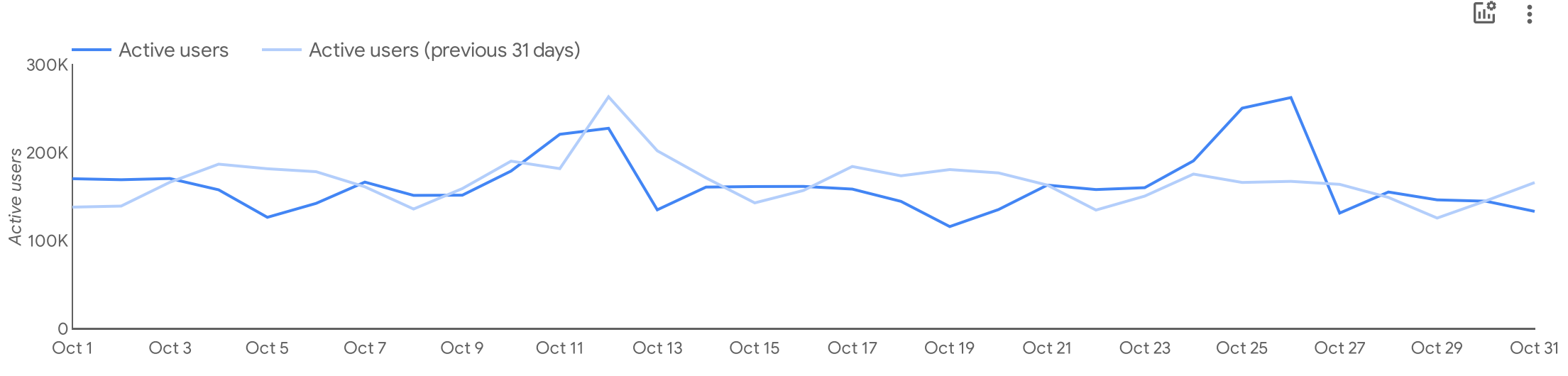


2024 October

Summary

Total users 4.6M ↑ 1.8%	Total Views 37,045,293 ↓ -6.2%	New User % 96% ↓ -0.7%	Pct Engaged 94% ↓ -1.8%	Pageviews per User 8.0 ↓ -7.8%	Engagement Time 00:01:08 ↓ -14.1%
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Trends

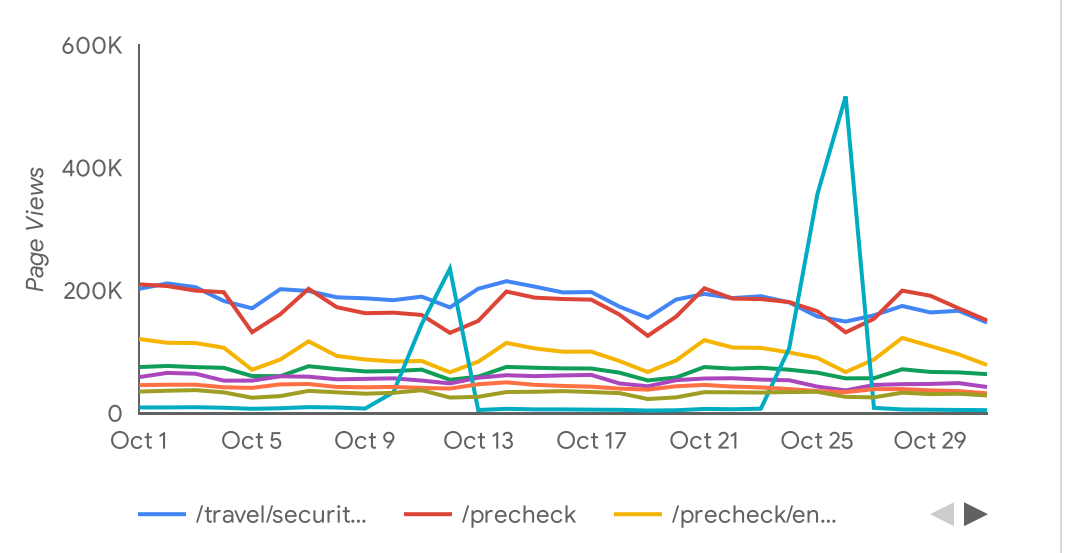


Page Views

	Page title	Views	New users	Total users
1.	What Can I Bring? All Transportation Secu...	5,701,017	257,050	445,200
2.	TSA PreCheck® Enrollment Centers Trans...	3,471,066	67,447	384,761
3.	TSA PreCheck Transportation Security Ad...	2,789,960	436,786	609,278
4.	TSA PreCheck New Transportation Securi...	2,688,235	425,875	585,930
5.	Transportation Security Administration Tr...	2,108,523	430,216	547,581
6.	What Can I Bring? Misc Transportation Se...	1,668,418	8,077	102,416
7.	TSA Cares Transportation Security Admini...	1,569,403	462,604	482,758
8.	What Can I Bring? Food Transportation Se...	1,303,866	64,982	138,293
9.	Acceptable Identification at the TSA Check...	991,944	205,745	261,898
10.	Liquids Rule Transportation Security Admi...	866,886	161,524	226,027

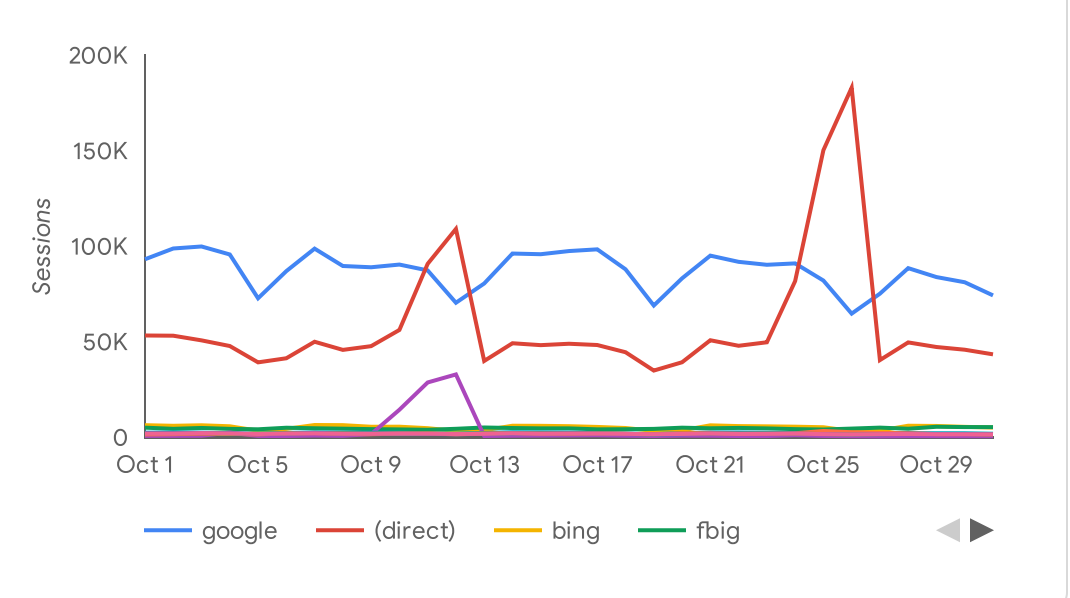
Top Pages

Page path	Views	% Views	Active users
/travel/security-screening/whatcanibri...	5,705,158	15.4%	444,354
/precheck	5,376,895	14.5%	1,156,051
/precheck/enrollment-centers	2,975,369	8.0%	369,997
/	2,107,132	5.7%	546,671
/travel/security-screening/whatcanibri...	1,669,861	4.5%	102,355
/travel/tsa-cares	1,569,537	4.2%	471,080
/travel/security-screening/whatcanibri...	1,304,757	3.5%	138,120
/travel/security-screening/identification	992,043	2.7%	261,371
/travel/security-screening/liquids-rule	866,982	2.3%	225,533



Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
google	organic	2,460,283	42.8%
(direct)	(none)	1,860,471	32.4%
google	cpc	236,922	4.1%
fbig	social	146,159	2.5%
bing	organic	111,361	1.9%
(not set)	(not set)	99,471	1.7%
aa.com	referral	68,016	1.2%
dhs.gov	referral	60,551	1.1%
delta.com	referral	59,231	1.0%



Top Events

Event name	Event count	% Events	Active users
page_view	37,045,293	51.9%	4,626,329
scroll	9,184,719	12.9%	3,644,876
user_engagement	7,655,962	10.7%	2,486,141
session_start	5,862,253	8.2%	4,558,923
first_visit	4,449,786	6.2%	4,336,568
Click	2,901,098	4.1%	1,197,298
click	1,283,923	1.8%	854,520
form_start	881,314	1.2%	559,416
form_submit	542,441	0.8%	314,873

